

Claims

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3 1. A method of creating a web page that can be used in a dynamic sys-
4 tem for trading good and services, wherein said method includes

5 interacting with a computer program stored at a remote location using a
6 computerized communication system so as to provide said computer program with a first
7 set of information concerning a first provider;

8 generating said web page, wherein said web page is responsive to said first
9 set of information;

10 aggregating said first set of information with at least one second set of in-
11 formation provided by at least one second provider;

12 determining a location to display said web page; and

13 displaying said web page.

14
15 2. A method as in claim 1, wherein said step of interacting includes in-
16 teracting with an application server provider.

17
18 3. A method as in claim 1, wherein said first set of information includes
19 demographic information about the first provider and product information about a good or
20 service or type of knowledge that is offered by the first provider.

1 4. A method as in claim 3, wherein said demographic information in-
2 cludes information necessary for processing a payment from the first provider.
3

4 5. A method as in claim 1, wherein said first set of information includes
5 a set of interactive responses to said computer program, wherein said interactive re-
6 sponses include data relating to stylistic and substantive elements included in said web
7 page.
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9 6. A method as in claim 1, wherein said step of aggregating includes
10 determining a commonality between said first set of information and said second set of
11 information.
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13 7. A method as in claim 1, wherein said step of determining a location
14 includes determining at least one web site.
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16 8. A method as in claim 7, wherein said at least one web site is logi-
17 cally related to said remote location of said computer program.
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19 9. A method as in claim 1, including the step of storing said first set of
20 information in a database.
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1 10. A method as in claim 1, including the step of storing said web page
2 in a database.

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4 11. An apparatus, including
5 at least one client device under the control of a provider who wishes to cre-
6 ate a web page that is used in a dynamic system for trading goods and services;
7 at least one server device that can be accessed by said client device;
8 a memory coupled to said server device, wherein said memory includes a
9 computer program providing an interactive set of instructions for generation of web pages
10 and determination of at least one web site,
11 a database coupled to said server, wherein said database includes at least
12 one record regarding a provider.
13 at least one web site wherein said web pages are displayed; and
14 a communication link.
15

16 12. An apparatus as in claim 12, wherein said instructions include
17 an instruction to present a query to said client device for demographic in-
18 formation;
19 an instruction to receive said demographic information from said client de-
20 vice and store said demographic information said database;
21 an instruction to provide a set of interactive steps to said client device;

1 an instruction to receive a response from said client device to said set of
2 interactive steps, wherein said interactive steps are responsive to feedback from said cli-
3 ent device;

4 an instruction to store said feedback in said database;

5 an instruction to generate said web page based upon said feedback;

6 an instruction to compare said demographic information;

7 an instruction to associate the results of said instruction to compare with a
8 web site;

9 an instruction to display said web page at said web site; and

10 an instruction to charge said provider a fee.

11
12 13. An apparatus as in claim 12, wherein said interactive steps includes
13 one or more interactive steps involving compositional elements for inclusion in said web
14 page.
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16 14. An apparatus as in claim 11, wherein said web site and said server
17 are coupled in such a way as to be logically related.
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19 15. An apparatus as in claim 11, wherein said web site displays a plural-
20 ity of said web pages.
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